

LEO BURNETT U.S.A.

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Vantage smokers, if performance really counts, you better count these numbers.

It all adds up. Only Merit has Enriched Flavor.* Which gives Merit the rich, genuinely satisfying tobacco taste you enjoy in a cigarette, yet with even less tar than other leading lights. Including Vantage. Which has a whopping 38% more tar than Merit. So if you want real performance in a low tar cigarette, give Merit a test run. It'll do a number on the competition.

Enriched Flavor,* low tar. A solution with Merit.



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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Kings: 8 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.



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